



Welcome to the Alabama Obesity Task Force Quarterly Meeting!

November 29, 2017

The University of Alabama Child Development Research Center
Tuscaloosa



Group Introductions

Name

Affiliation

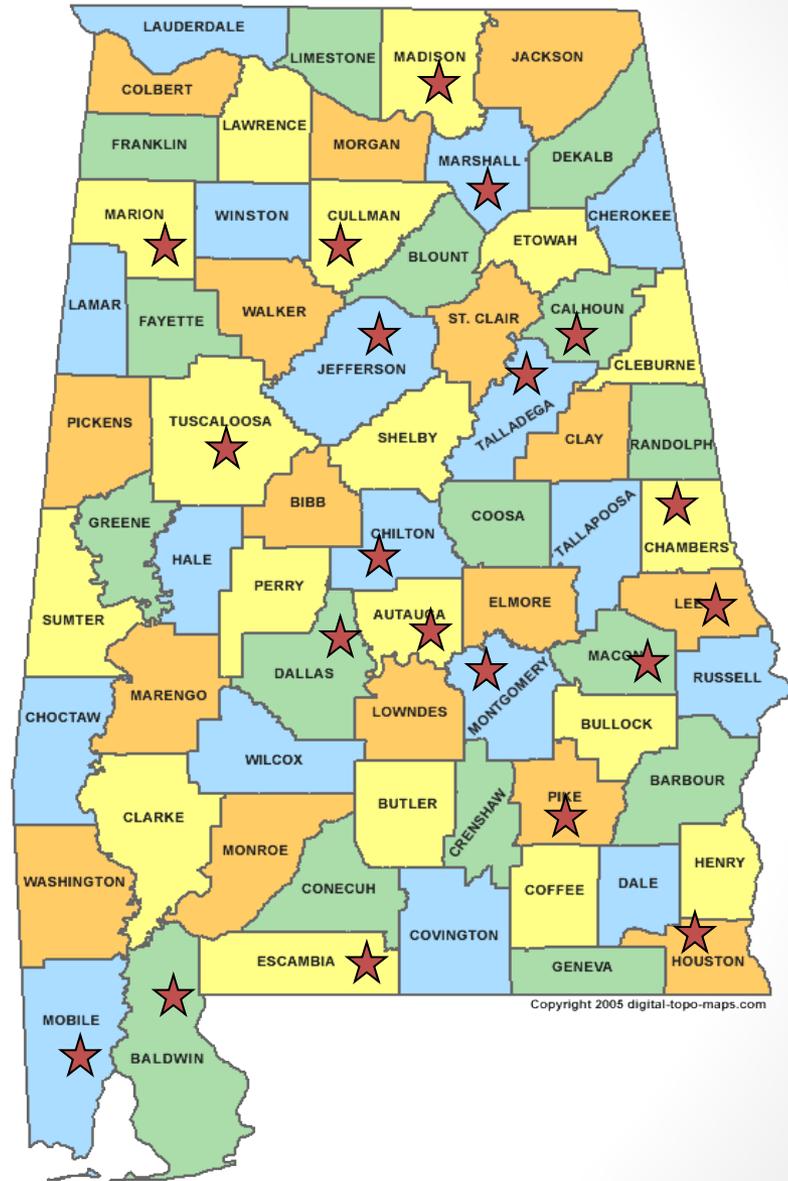
Share ONE WORD that describes your vision of a healthy city!

In Memory of Jennifer Adams



OTF Members

- Approximately 200
- Represent all parts of state
- Varied backgrounds
 - Academics / Education
 - Community organizations
 - Health-systems
 - Government
 - Insurance
 - Private sector



Scale Back Alabama 2018

www.scalebackalabama.com

EARLY REGISTRATION – DECEMBER 1

save the Date

KICK-OFF: JANUARY 9

WEIGH-IN: JANUARY 22-28

WEIGH-OUT: APRIL 2-8

FINAL EVENT & CASH

PRIZE DRAWINGS: APRIL 17

#ITSALIFESTYLE



#SCALEBACKALABAMA

Sign up early as a Coordinator and win!!!

Scale Back Alabama is a free, statewide weight-loss program designed to help Alabamians eat less and move more. This year marks the 12th year, and we're celebrating more than 1.35 million pounds lost and the continued establishment of thousands of healthy habits!

**WE NEED LOCAL
COORDINATORS!**



Help us recruit schools!

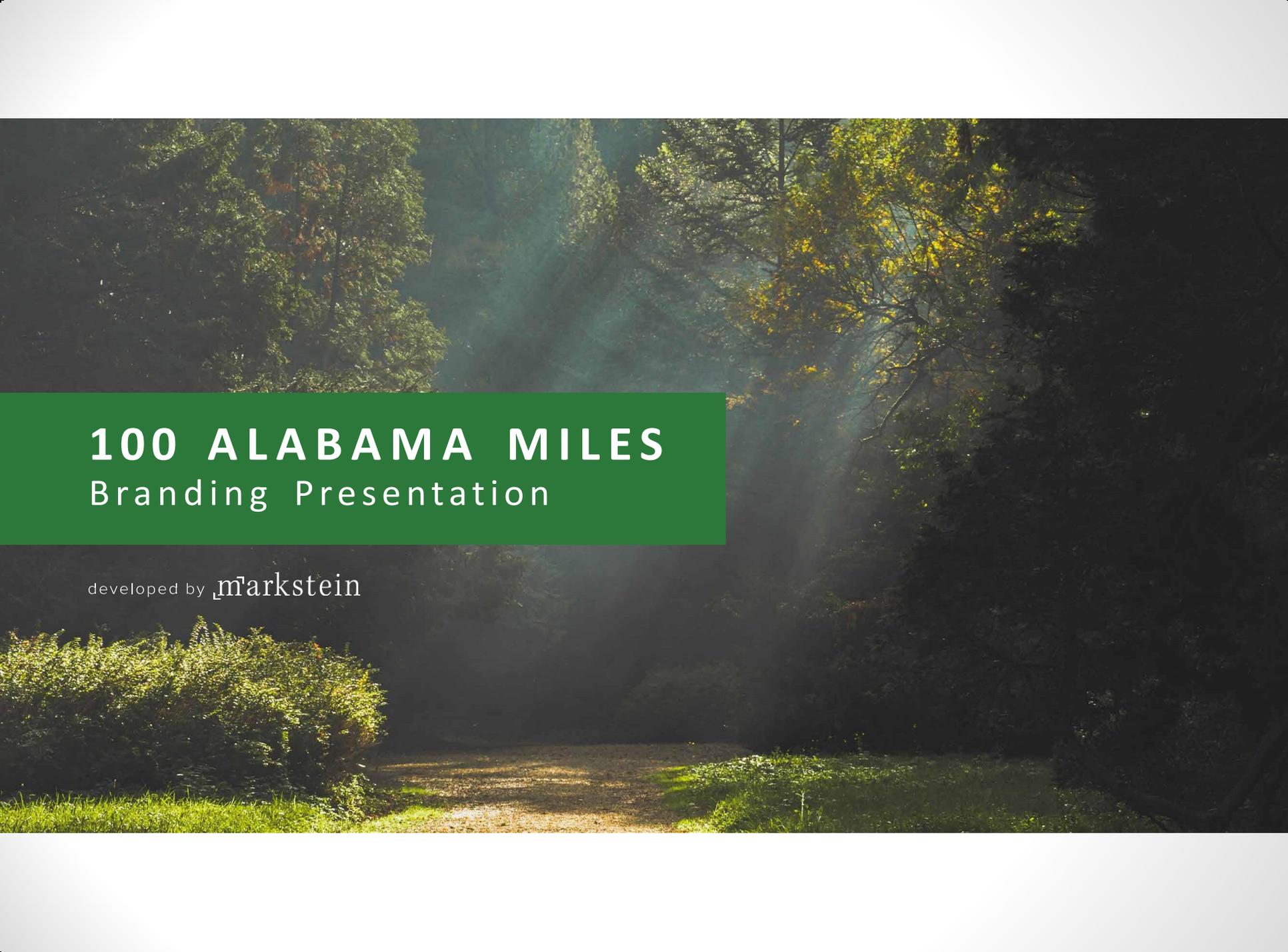


The Idea: 100 Missouri Miles Challenge

- ✧ Initiated by Governor Jay Nixon in 2013
- ✧ Missouri State Parks & Missouri Department of Health and Senior Services are key partners
- ✧ Goals to improve public health and increase use of public lands
- ✧ Run, walk, bike, paddle, swim, or roll 100 miles in 1 year



<https://www.youtube.com/watch?v=atd4H2K6Pi4>

A photograph of a sunlit forest path. Sunlight filters through the dense trees, creating a dappled light effect on the ground. The path is a mix of dirt and grass, leading into the woods. The overall mood is serene and natural.

100 ALABAMA MILES

Branding Presentation

developed by **markstein**

Creating a Challenge Program in Alabama Would Build Upon Existing Work

- ✧ Get Moving Alabama campaign heightens awareness of active living benefits
- ✧ www.alabamarecreationtrails.org seeks to connect people to trails throughout the state
- ✧ A 100 Mile Challenge would:
 - Leverage people's competitive spirit through "gamification"
 - Create an engaging, interactive experience for the public

A person with a backpack is seen from behind, looking out over a landscape. The image is overlaid with a semi-transparent blue filter. The text is white and arranged in several lines, separated by dots.

CHALLENGE • LOG • HEALTH • BADGE
ACTIVITY • TRACK • FAMILY • FRIENDS
ACTIVE • GROUP • PROGRESS
PARTICIPATE • OUTDOORS • EXPLORE
JOIN • PHYSICAL ACTIVITY • ENJOY
EXPERIENCE • BENEFIT • EVERYONE



BE *active*

A man in a blue checkered shirt and light-colored shorts stands in a cave, looking up at a large, textured rock formation. The scene is dimly lit, with light filtering through the cave opening, creating a dramatic atmosphere. The rock walls are covered in moss and roots, suggesting an ancient and unexplored environment.

GO *explore*



CONNECT *with others*



ALABAMA'S LANDSCAPES



Alabama Nutrition Plan
Alabama Physical Activity Plan

Plan Development Process

- Plan Leadership
 - *Alabama Obesity Task Force*
- Capacity Building Efforts
 - *Planning meeting facilitated by Dr. Eloise Elliott (Chair of West Va PA Plan & National Plan cmte member)*
- Established Organization Partnerships
 - *Identify sectors to serve on sector teams*
- Plan Concept Mapping and Planning
 - *Statewide group-decision making to develop sector-specific strategies and tactics*
 - *Identification of priority areas*
 - *Develop calls to action*

Eight Societal Sectors

- Education
- Health Care
- Public Health
- Business & Industry
- Non-profit & Volunteer
- Mass Media
- Transportation, Land Use, & Community Design
- Parks , Recreation, Fitness, & Sports

Public Health

State government public health branch
Health Insurance Agencies
Local Health Departments
Community Public Health Grantees

Transportation / Community Planning

State economic development leadership
State Dept. of Transportation (Director)
County Commission (State ED)
City Planner

Mass Media

State Media Outlets
Advertising Agency
University social marketing researchers

Education

State Dept. of Education
State Board of Education
Regional School Wellness Directors
State Physical Education Organization
PreK-12 and Higher Ed. Professionals

Health Care

WV Medical Schools
State Medicaid / Allied Health Assoc.
Practicing Health Care Providers
Hospital Wellness Programs

Business & Industry

State worksite wellness council
State chamber of commerce
For-profit business dedicated employee
Other business dedicated to employee health promotion

Parks, Recreation, Fitness & Sports

YMCAs of WV
Recreation and Sport Associations
State and County Park Systems
Community Wellness Centers

Non-Profit & Volunteer Organizations

Non-profits with physical activity mission
University Extension Chapters
WV Chapters of Chronic Disease Prevention Organizations
State young professionals organization

Policy

Elected Policymakers
Other State Policy Leaders
County government official
Local foundation (funding) officer
Governor-appointed Healthy Lifestyle Coalition

5 Priority Areas of the Plan

1. School-based programs & initiatives
2. Public awareness & social marketing
3. Community engagement & environment
4. Institutional & organizational support
5. Policy



Public health organizations improve the health and well-being of communities through education and the promotion of healthy lifestyles in West Virginia. Public health professionals must continue to assume an important leadership role in promoting physical activity. This can be accomplished by advocating for increased physical activity for all West Virginians, regardless of age, disability, or economic status; educating individuals to take greater responsibility for their own health behaviors; and providing more opportunities for physical activity. By providing opportunities for physical activity and encouraging citizens, public health professionals can help shape policies that will secure a better quality of life for all residents, facilitate the adoption of evidence-based health programs by communities, and evaluate their impact in West Virginia.

Public health organizations, leaders, and professionals must promote physical activity by advocating for more opportunities, educating for greater personal responsibility, shaping policy, facilitating the adoption of evidence-based practices, and conducting surveillance and research on health promotion and physical activity programs.

- Priority Area 1* **School-based Program & Initiatives**
Collaborate with schools to optimize the effectiveness of current policies and practices related to physical activity and physical education for all grade levels.
- Priority Area 2* **Public Awareness & Social Marketing**
Develop and launch an aggressive evidenced-based, multi-sector awareness campaign to promote physical activity.
- Priority Area 3* **Community Engagement & Environment**
Establish community-based coalitions to develop trails and other environments built for physical activity.

Priority Area 5

Policy

Engage in advocacy and policy development to elevate the priority of physical activity in evidence-based public health practice, policy, and evaluation.

Alabama State Collaborative Workshop on Walkable Communities

- **Recommendation #1:**

Develop a Statewide Physical Activity and Nutrition Plan

- **Recommendation #2:**

Develop messaging about the benefits of walking and walkable communities

- **Recommendation #3:**

Create an online educational tool to help communities plan and obtain funding for pedestrian projects

- **Recommendation #4:**

Build political will for making active transportation a high priority